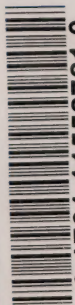


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# UNITED STATES

(SOUTHWESTERN STATES)

*A Guide for  
Canadian Exporters*



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(aussi publié en français)

# UNITED STATES

(SOUTHWESTERN STATES)

*A Guide for  
Canadian Exporters*

TRADE OFFICE RESPONSIBLE:  
Dallas

TOTAL TRADE TERRITORY:  
States of Texas, Arkansas, Oklahoma, Kansas,  
Louisiana, New Mexico

FOR FURTHER INFORMATION:  
Commercial Division  
Canadian Consulate General  
2001 Bryan Tower, Suite 1600  
Dallas, Texas 75201, USA

Tel: (214) 742-8031  
Telex: 00732637 (DOMCAN DAL)

United States Trade Development Bureau  
Department of External Affairs  
Ottawa, Ontario  
K1A 0H5

Tel: (613) 995-8303  
Telex: 053-4124



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# I. GENERAL

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## Area and Geography

The Commercial Division of the Canadian Consulate General in Dallas has commercial responsibility for the states of Texas (692,405 km<sup>2</sup>; 267,338 sq. mi.), Kansas (213,064 km<sup>2</sup>; 82,264 sq. mi.), Oklahoma (181,090 km<sup>2</sup>; 69,919 sq. mi.), Arkansas (137,539 km<sup>2</sup>; 53,104 sq. mi.), Louisiana (125,675 km<sup>2</sup>; 48,523 sq. mi.), and New Mexico (315,115 km<sup>2</sup>; 121,666 sq. mi.).

The topography of the Southwest varies from the rolling wooded hills and the Ozark Mountains of Arkansas and eastern Oklahoma to the flat prairies in Kansas and central and western Texas. While parts of southwest Texas are mountainous, Louisiana lays claim to the lowest average elevation of any state in the United States (30.48 m; 100 ft.).

## Climate

In general, the climate of the Southwest is hotter and drier than in Canada. Winters are much less severe, although snow is not uncommon in Kansas, Oklahoma and the Texas panhandle. Summers are hot and dry, with the exception of southeast Texas (the Houston area) and Louisiana, which are quite humid. Summer temperatures in Dallas often exceed 37.8°C (100°F) daily for a period of several weeks.

## Local Time

Central Standard Time is observed in all of the territory with the exception of far-west Texas and New Mexico, where Mountain Time is observed. Central Standard Time is one hour behind the time in Toronto and Montreal. During summer months, Daylight Saving Time is in effect.

## Population

As at December 31, 1980:

<b>Total State</b>	<b>Principal Cities</b>	<b>Metro Area</b>
Texas 14,474,800	Houston 1,618,700 Dallas 1,574,700 Fort Worth 383,500 San Antonio 796,500 Austin 352,800 El Paso 433,200	2,977,300  3,023,500  1,086,700 550,800 489,400
Oklahoma 3,059,500	Oklahoma City 405,500 Tulsa 361,800	843,700 699,600
Arkansas 2,311,300	Little Rock 160,000	398,600
Louisiana 4,251,200	New Orleans 555,700 Baton Rouge 223,800 Shreveport 207,600	1,199,000 503,500 379,600
Kansas 2,374,900	Wichita 279,700	413,500
New Mexico 1,323,100	Albuquerque 339,000	464,200

## Weights and Measures

U.S. measures that differ from those used in Canada are:

1 U.S. pint	16 fluid ounces	473.1 millilitres
1 U.S. quart	32 fluid ounces	946.2 millilitres
1 U.S. gallon	128 fluid ounces	3.8 litres
1 Imperial gallon	1.2 U.S. gallons	4.5 litres

Electricity for domestic use is supplied at 115 volts, 60 cycles AC.



## U.S. Federal Public Legal Holidays\*

**New Year's Day** — *January 1*

**Washington's Birthday** — *February, third Monday*

**Memorial Day** — *May, last Monday*

**Independence Day** — *July 4*

**Labor Day** — *September, first Monday*

**Columbus Day** — *October, second Monday*

**Veterans Day** — *November 11*

**Thanksgiving Day** — *November, fourth Thursday*

**Christmas Day** — *December 25*

\*You should check with the Canadian Consulate General regarding any local public holidays that might affect your visit plans.

The Canadian Consulate General observes a total of 11 statutory holidays made up of some American and some Canadian holidays.

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## II. ECONOMY AND INDUSTRY

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### Economic Overview

This geographical area is expected to come through the period of high inflation better than most other regions of the United States. Continued economic growth is foreseen for the area, although possibly at a reduced level. The area continues to attract new investment capital and new industries, and is expanding its technological base in the fields of energy, electronics, communications and defense equipment production. All of this, added to a strong agricultural base, should enable the Southwest to be in the forefront, since its manufacturing strengths are concentrated in those fields that are normally less susceptible to downturns in recessionary periods.

An increased demand for consumer goods, particularly of high quality, is foreseen. Regional shoppers appear to have adopted a "buy now . . . worry later" attitude to counter increasing inflation. New large shopping centres filled with exclusive boutiques and specializing in high quality articles are being constructed in the major cities. The relative affluence of the area is fostering greater consumer sophistication and increasing demand for gourmet food products such as quail, fish, biscuits, pasta products, imported beers and wine.

The construction of new hotels, shopping centres and new office accommodation in the major Southwestern cities will provide a continuing market for contract furniture, building materials, construction equipment, etc.

The need for transportation equipment will rise as the energy crunch hits harder and closer to home. Equipment for all methods of transporting people, goods and data will be in demand. This will include buses, trains, barges, ships, pipelines and associated equipment as well as data transmission equipment.

All in all, an exciting period in the Southwest is forecast as the area continues to develop more rapidly than most other geographical regions of the United

States. Despite gloomy forecasts on unemployment and inflation, and realizing that this area is not completely immune, there would appear to be significant opportunities for Canadian exporters in this region.

## Market Facts

### Texas

Population: 14,474,800

Total personal income: approximately \$151.6 billion  
(\$10,470 per capita).

Ranks first in the production of petroleum, natural gas, cotton, wool, livestock, and eighth in value added by manufacturing, which amounted to \$33.1 billion in 1977. Ranks high in commercial fishing and electric power. It is a major agricultural area. Mineral production in 1978 was \$19.6 billion. Total farm receipts in 1979 amounted to \$9.9 billion.

Leading industries include petroleum refining, chemical processing, oilfield machinery and equipment, aircraft, electronics, primary metals, textiles and food products.

Major cities are Houston, Dallas, San Antonio and Fort Worth. The state capital is Austin.

### Oklahoma

Population: 3,059,500

Total personal income: approximately \$30.6 billion  
(\$9,996 per capita).

Leading industries include petroleum refining, oilfield machinery, fabricated metals, transportation equipment and processing of foods and related products.

Major source of income is manufacturing based on processing of Oklahoma's farm and mineral products, followed by livestock and livestock products, and then by agriculture. Value added by manufacturing was \$4.6 billion in 1977. Mineral production was \$3.8 billion in 1978 and total farm receipts reached \$2.5 billion.

Tulsa now has an inland port, Port of Catousa, on the Arkansas River.



Major cities of Oklahoma are Tulsa, an important centre for oil activity, and Oklahoma City, the state capital.

### **Kansas**

Population: 2,374,900

Total personal income: approximately \$25.5 billion  
(\$10,752 per capita).

Leads all states in the production of wheat and flour.

Manufacturing has increased to the point where it almost matches agriculture, a major source of income, with production of transportation machinery the leading industrial activity. Kansas produces considerably more than half the nation's general aircraft. It also produces railroad cars. Value added by manufacturing was \$5.3 billion in 1977. In 1980, total farm receipts were \$5.9 billion, and mineral production amounted to \$3.3 billion.

Major industries are aerospace, business aircraft, food processing, chemicals and related products (including ordnances, soap, vegetable and animal oils). Kansas is a major beef producing and processing area.

Kansas' largest city is Wichita. Topeka is the state capital.

### **Arkansas**

Population: 2,311,300

Total personal income: approximately \$17.9 billion  
(\$7,780 per capita).

Major resources include petroleum, bauxite, antimony, cotton, and forest products. Arkansas is the only diamond producing state in the United States. Mineral production was \$0.6 billion in 1979. Total farm receipts were \$3.2 billion in 1979, and value added by manufacturing was \$4.9 billion in 1977.

Leading industries include food processing, lumber, paper, and furniture.

Arkansas' largest city is Little Rock, the capital.

## **Louisiana**

Population: 4,251,200

Total personal income: approximately \$39.1 billion  
(\$9,195 per capita).

Louisiana is one of the nation's leading states in the production of oil and natural gas, salt, sulphur, commercial fishing, fur trapping, rice, sugar cane and sweet potatoes. Value added by manufacturing reached more than \$9.4 billion in 1977. Total mineral production was estimated at \$7 billion in 1980 and total farm receipts were \$1.6 billion in 1979.

New Orleans, the principal city of Louisiana and largest seaport in the U.S., handled 167 million tons during 1979. Baton Rouge is the state capital.

## **New Mexico**

Population: 1,323,100

Total personal income: approximately \$10.8 billion  
(\$8,162 per capita).

Major resources include oil, natural gas, coal, uranium, potash and copper. Manufacturing is showing significant increases, particularly in the high technology areas. Total farm receipts were \$1.1 billion in 1980 and value added by manufacturing was \$734 million in 1977.

Albuquerque is New Mexico's largest city. Santa Fe is the state capital.

## **Agriculture**

### **Texas**

Texas usually ranks third in total crop and livestock cash receipts and is normally the leading producer of livestock, cotton, grain, sorghum, rice and citrus fruits. In livestock, Texas leads in beef cattle, sheep and wool, goats and mohair. In 1979, there were 159,000 farms in the state with a total of 56 million hectares (138,400,000 acres).

While cotton has traditionally been this state's most valuable crop, other important crops include oilseeds, and feed grains (including sorghum, corn, rice, and wheat, hay, silage and forage). Truck crops from the Lower Rio Grande Valley include onions, carrots and

cantaloupes and, of course, the citrus crops of lemons, grapefruits and oranges.

Beef cattle dominate the livestock industry in Texas, and the state also ranks high in dairying, hog production, poultry, eggs, turkeys, bees and honey.

### **Oklahoma**

Oklahoma's leading crop is wheat, and it is particularly important in the northern section. Other major crops include cotton, sorghum, corn, oats and barley. Livestock and livestock products make up a great proportion of the agricultural income in Oklahoma, which in 1980 had 71,000 farms with a total of 14.3 million hectares (34.5 million acres).

### **Kansas**

Kansas is the nation's largest wheat producer and also a large producer of sorghum for grain. Other crops are hay, corn, soybeans, and barley. About two-thirds of Kansas farm income is derived from wheat and cattle. In 1981, there were 74,000 farms consisting of a total of 19.5 million hectares (48.3 million acres).

### **Arkansas**

Arkansas ranks first among the states in the production of rice (1980) and fourth in cotton; however, the most important crop in terms of cash receipts is soybeans. The state ranks third in the production of chickens and sixth in turkeys; it is also a major egg producer. In 1981, there were 57,000 farms covering 6.8 million hectares (17 million acres).

### **Louisiana**

Louisiana is an agricultural state with cotton as its main crop. It is also the nation's third ranking producer of both sugarcane and rice. In 1981 there were 37,000 farms covering 4.1 million hectares (10.1 million acres).

### **New Mexico**

Cash receipts from farm marketings in New Mexico totalled \$(US)1.1 billion in 1980, of which livestock and livestock products accounted for about three-quarters. Cattle raising, with some sheep husbandry, predominates on New Mexico's arid and semi-arid rangelands. Major field crops are hay, commercial vegetables, cotton, sorghum, wheat and corn.

# Natural Resources

## Texas

In 1978, Texas' mineral production ranked first in the United States and provided \$19.6 billion worth of minerals. The most important minerals produced include petroleum, natural gas, natural gas liquids and cement. In 1978, Texas produced 1.073 billion barrels of crude petroleum, or about one-third of the U.S. total. Natural gas production in 1978 amounted to 195 billion cubic metres (6.5 trillion cu. ft.). Texas is a leading producer of asphalt and related bitumens, of helium, sulphur, iron, mercury, uranium and graphite, and also of magnesium compounds, common salt, sodium sulphate, stone vermiculite, clays, bromine and gypsum.

There is an estimated forested area of 9.5 million hectares (23.4 million acres), with most of the commercial timber in the state being produced in the East Texas pine-hardwood region. More than 37,000 people are employed in 106 Texas sawmills and nine pulp mills.

## Oklahoma

Oklahoma's major source of mineral income is from crude petroleum production. In 1980, the state produced 150.4 million barrels of crude petroleum. Natural gas production in 1980 amounted to 57 billion cubic metres (1.9 trillion cu. ft.). Total mineral production in the state of Oklahoma in 1978 amounted to \$3.8 billion, ranking the state fifth in the United States. The most important non-fuel mineral is stone. Coal, zinc, lead, sand, gravel and clay are also mined. Oklahoma has 2 million hectares (5 million acres) of commercial forest land, most of it in the eastern part of the state.

## Kansas

Kansas, like Oklahoma and Texas, relies on petroleum as its most important mineral resource. In 1980, it produced 60.2 million barrels of crude petroleum and 22.2 billion cubic metres (741.3 billion cu. ft.) of natural gas. Kansas is also a major producer of helium and portland cement, stone, and salt.

## Arkansas

Arkansas accounts for almost the entire U.S. annual bauxite production. Petroleum and natural gas are

also leading mineral resources. In 1979, 18.8 million barrels of crude petroleum were produced, and 3.96 billion cubic metres (132 billion cu. ft.) of natural gas. The state is also a leading producer of vanadium, barite, and bromine. Arkansas is a leading lumber producer in the Southwest, with about 7.4 million hectares (18.3 million acres) of commercial forest land.

### **Louisiana**

Major minerals include petroleum, natural gas liquids, and sulphur. Louisiana produced approximately 190 million barrels of crude petroleum in 1980 and 75 billion cubic metres (2.5 trillion cu. ft.) of natural gas.

### **New Mexico**

Total mineral production was valued at \$(US)6.0 billion in 1980. Natural gas and associated condensates made up nearly half of this figure (\$2.9 billion), followed by crude petroleum at \$(US)1.6 billion. Uranium production was valued at \$(US)387 million while copper, potash and coal followed at about \$(US)300 million each.

## **Transportation**

### **Texas**

Texas' gulf coast ports are now handling more than 290 million short tons a year. In 1980, 106 million tons were handled by the port of Houston, the third largest port in the U.S. Other major ports on Texas' gulf coast include Beaumont (45 million - 1980), Corpus Christi (55.5 million - 1979), Port Arthur (20 million - 1980), Texas City (30 million - 1980), Galveston (5.5 million - 1980), Freeport (19.9 million - 1979), Brownsville (3.5 million - 1980), Matagorda Channel (Port Lavaca) (4.5 million - 1979), Victoria (2.8 million - 1979), Orange and Chocolate Bayous (3.6 million - 1979).

Texas has 32,187 km (20,000 mi.) of railroad track and an excellent highway system, totalling more than 402,335 km (250,000 mi.) of municipal and rural roads. It also has more airports than any other state; it ranks fifth (1980) in numbers of passengers and sixth in cargo volume flown. The Dallas-Fort Worth metropolis also boasts the largest airport in the United States.



## **Oklahoma**

Oklahoma has a total of 173,809 km (108,000 mi.) of municipal and rural roads, 19,312 km (12,000 mi.) of interstate and federal highways and 8,690 km (5,400 mi.) of railway track. The Arkansas River waterway, which deepened the Arkansas and Verdigris Rivers to a depth of 2.7 m (9 ft.) from the mouth of the Mississippi to the Port of Catousa (Tulsa) will make this port one of the largest inland ports in the nation, with tonnage expected to eventually reach 12 million short tons per year.

## **Kansas**

Kansas has 217,261 km (135,000 mi.) of municipal and rural roads and 12,714 km (7,900 mi.) of railway track. Along the Missouri River, a tributary of the Mississippi, are private port facilities at Leavenworth, Atchison and Kansas City. Special tariff prices are granted to importers barging directly from New Orleans to these ports.

## **Louisiana**

Louisiana has 86,902 km (54,000 mi.) of municipal and rural roads and 6,920 km (4,300 mi.) of railway track. The port of New Orleans handled over 167 million short tons during 1979, the largest tonnage of any U.S. port. Other major ports in Louisiana include Baton Rouge and Lake Charles. In addition, New Orleans now has a port capable of handling super-tankers.

## **Arkansas**

Arkansas has 125,528 km (78,000 mi.) of municipal and rural roads, and 5,793 km (3,600 mi.) of railway track. The port of Helena is on the Mississippi River.

## **New Mexico**

New Mexico has 115,869 km (72,000 mi.) of municipal and rural roads.

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### III. SELLING TO THE SOUTHWEST

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#### Market Characteristics

The six southwestern states covered by the Canadian Consulate General in Dallas make up the fastest growing area of the United States, and its population increase has been accompanied by an expanding awareness and sophistication on the part of buyers. Dallas-Fort Worth, for example, now ranks as one of the top three fashion centres in the United States. It is also the home of five major aircraft and electronics manufacturers. Southwesterners are well disposed toward Canadians, and commodities ranging from cattle to aviation equipment have found acceptance in the area. The friendly, folksy hospitality extended by southwestern buyers accompanies a keen business sense, and a manufacturer with a quality product at a good competitive price will get a fair hearing. Canadian businessmen should bear in mind, however, that there are definite regional characteristics in this market resulting from different cultural and historical influences and a warmer climate.

#### Defence Products

Access to the U.S. defence equipment market is facilitated by the Canada-U.S. Defence Development and Defence Production Sharing Arrangements, under whose terms Canadian defence equipment can be imported to the U.S. free of duty and without the application of Buy America restrictions. Local buyers will therefore evaluate Canadian firms on the same price-quality-delivery formula used for their U.S. suppliers.

Canadian firms can enter this market by: (a) bidding on prime contracts issued by various Department of Defence procurement agencies or through solicitations received from them by the Canadian Commercial Corporation; and (b) by selling to U.S. companies awarded prime contracts. The Trade Commissioner responsible for defence can provide information on bidding procedures and assistance in identifying poten-

tial companies. Also, detailed information on Department of Defence Procurement procedures can be found in the following publications, which can be purchased from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402: "Selling to the Military," stock no. 008-000-0345-9 and "Doing Business with the Department of Defense - A guide to foreign firms."

Information on marketing to the U.S. Department of Defence, to U.S. defence contractors and on the Canada-United States Defence Sharing Arrangements can be obtained from:

Chief, United States Division (DDU)  
Defence Programs Bureau  
Department of External Affairs  
Ottawa, Ontario  
K1A 0H5

As was mentioned above, the Canadian Commercial Corporation (CCC) receives bid packages from the procuring military agencies, and thus, suppliers should establish contact with the CCC to obtain information on such opportunities. Suppliers can receive bid packages directly from the agencies if they have registered with them. The responses to direct solicitations, however, must normally be submitted through the CCC.

It should be noted that the area served by the Dallas post has potential for Canadian manufacturers of high technology components and systems for both commercial and military applications. The aerospace industry covers a wide range, from helicopter to executive jets and fighter aircraft and from the complex defence missiles to the service and supply industries that keep aircraft airborne. The Dallas-Fort Worth area alone is heavily involved and boasts the most diversified aerospace industrial sector in the nation. The H.A.R.M. system (High Speed Anti-Radiation Missile) of Texas Instruments and the M.L.R. system (Multiple Launch Rocket) of Vought Corporation are two such programs of note.

The electro-optics division of Texas Instruments is the world's largest supplier of infrared and infrared-laser surveillance and target acquisition systems for both military and commercial use.

In all, perhaps a score of area companies, including such firms as Aerospatiale, Bell Helicopter, Boeing,

E-Systems, Electrospace Systems, General Dynamics, Rockwell International, Standard Manufacturing, Texas Instruments, UTL, Varo, and Vought have transactions with the Defence Department for millions of dollars annually.

Two air logistics centres in the area, Tinker Air Force Base in Oklahoma, Kelly Air Force Base in San Antonio, are large procurement bases for the United States Air Force. Both centres provide worldwide logistics support for a variety of weapon systems and both manage a large family of specific aircraft engines in addition to other major responsibilities.

The Dallas-Fort Worth area alone has about 5 per cent of the total aerospace jobs in the country, with some 50,000 people employed directly and another 50,000 employed indirectly. Industry sales have risen from \$38 billion in 1980 and could reach \$75 billion by 1985 and \$100 billion by 1990.

## The Canadian Image

Canadian suppliers can take advantage of the fact that many U.S. firms do not regard Canadian products as "foreign," and consequently buy and invoice them through domestic purchasing departments. Proximity to Canada, coupled with personal and corporate connections, can help attain competitive transportation costs and delivery times. Nonetheless, it is necessary to expend full marketing efforts to establish acceptance of the Canadian product on the basis of design and quality.

Before selling to the United States, Canadian companies should be prepared to:

- 1) pursue business on a continuing basis;
- 2) make the first impression a positive one, to a degree they might not consider important in Canada;
- 3) quote, deliver and follow up aggressively in competition with U.S. suppliers.

## The Initial Approach

The best introduction is a personal visit. A representative or distributor may be appointed later but, initially, large-volume buyers prefer to meet their prospective suppliers personally.

Appointments with individual buyers are often necessary. As a matter of good form, it is usually advisable to start with the director of purchasing or his equivalent and, through him, meet the proper buyers. Advance notification in such cases is advisable.

A complete presentation on the first call is important. This should include literature, specifications, samples if possible, and all the price, delivery and quality-control information a buyer needs to evaluate your capabilities against his current sources. Many buyers keep up-to-date records on their suppliers. A favourable impression is made if a résumé including the following can be supplied at the time of the first visit:

- your name and company name, address and telephone number;
- name, address and telephone number of local representative (if applicable);
- the year in which your firm was established;
- size of plant;
- number of employees;
- principal products;
- geographical location of plant;
- a description of your production facilities and equipment;
- available transportation facilities;
- approximate yearly sales volume;
- a list of representative customers;
- a statement of your financial and credit ratings.

However, before visiting the territory, we suggest that you write to the Canadian Consulate General, 2001 Bryan Tower, Suite 1600, Dallas, Texas 75201, USA, to obtain preliminary information on local opportunities. Your letter should contain the following information:

- 1) a summary of your past experience in this market territory;
- 2) the channel of distribution you wish to pursue;
- 3) prices f.o.b. factory but also c.i.f. Dallas or an American port of entry and expressed in U.S. dollars;
- 4) delivery time scheduling from date of receipt of order;
- 5) warranty offered;
- 6) rate of commission to manufacturer's representative or percentage discount structure for a distributor.



## Reciprocal Visits

Many buying organizations survey new vendors' facilities personally before making long-term commitments. If the buyers do not come as a matter of course, it is good sales strategy to invite them.

## Following up the Initial Call

United States buyers expect to be called upon more frequently than their Canadian counterparts. This may be as often as every two weeks at some periods of the buying year. Although some Canadian companies may lack the sales force to accomplish this, the problem can be overcome by appointing a manufacturer's representative or selling through brokers, jobbers or distributors as the situation warrants.

## Price Quotations

Quotations should be submitted both on a laid-down basis, buyer's warehouse, factory or an American port of entry; and on an f.o.b. Canadian plant basis exclusive of Canadian sales and excise taxes. Always quote in U.S. funds unless specifically requested otherwise. The landed price should include transportation charges, U.S. customs duties if applicable, brokerage fees and insurance. The quotation should be comparable in format to quotations from United States sources. Buyers cannot be expected to understand or be sympathetic with customs duties or other matters peculiar to international transactions. This is solely the responsibility of the Canadian exporter and a "cost" of international business.

Canadian exporters may not be granted the same opportunities for renegotiating initial quotations as they have been accustomed to in Canada. This is because U.S. buyers must often work to tighter purchasing deadlines and target prices. Thus, they may have to accept the first bid as final.

## The Manufacturer's Representative

The commission agent or manufacturer's representative is more commonly used as sales technique in the U.S. than in Canada. The good representatives are highly qualified by education, training and experience. They know their customers and call regularly — not

only at the buyer level but on engineering, design and quality-control offices as well. The advantages of the representatives include economy, direct, and often social contact with buyers, and closeness to the scene of possible problems. The Canadian Consulate General in Dallas maintains information on the majority of manufacturers' representatives operating in its market territory and can often make suitable suggestions for Canadian manufacturers.

## Delivery

Delivery must be exactly to customers' specifications, which are as rigid as any in the world. Many U.S. plants work on inventories as short as one or two days, and could be shut down by a delay of a few hours. Failure to adhere to rigid delivery schedules is one of the surest ways of not being asked to quote again.

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## IV. SERVICES FOR EXPORTERS

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### Banking

The following Canadian banks have resident representatives in Texas:

**Canadian Imperial Bank  
of Commerce**

2750 One Main Place  
Suite 818  
Dallas, Texas 75250, USA  
Tel: (214) 748-5187

**Royal Bank of Canada**

Diamond Shamrock Tower,  
Suite 1230  
Dallas, Texas 75201, USA  
Tel: (214) 741-1169

**Bank of Montreal**

1 Houston Center  
Suite 1106  
Houston, Texas 77010,  
USA  
Tel: (713) 652-2027

**Mercantile Bank  
of Canada**

Plaza of the Americas,  
L.B. 366  
Suite 1660  
Dallas Texas 75201, USA  
Tel: (214) 651-7148

**Bank of Nova Scotia**

2430 Two Shell Plaza  
Houston, Texas 77002,  
USA  
Tel: (713) 224-5624

**Toronto Dominion Bank**

Houston Club Building  
Suite 1717  
Houston, Texas 77002,  
USA  
Tel: (713) 227-6181

**Royal Bank of Canada**

Two Allen Center,  
Suite 2330  
Houston, Texas 77002,  
USA  
Tel: (713) 654-7194

**Canadian Imperial Bank  
of Commerce**

Two Houston Center  
Suite 1110  
Houston, Texas 77010,  
USA  
Tel: (713) 658-8400

These representatives maintain contact with their correspondent banks throughout the Southwest, but do not carry on day-to-day banking functions. They can be helpful, however, in providing market information, contacts, credit information and letters of introduction.

Banks in Canada, of course, have international departments to assist exporters.

Please refer to Part VII of this booklet (Useful Addresses) for a list of prominent southwestern banks and customs brokers serving this market territory.

## **Patents, Copyrights and Trademarks**

An informative booklet entitled "General Information Concerning Patents", is available from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20302, USA, at a cost of 20 cents.

### **Patents**

All business with the Patent Office should be transacted in writing and all letters addressed to the Commissioner of Patents, Washington, DC. 20231, USA.

The patent laws of the United States make no discrimination with respect to the citizenship of the inventor. However, an application for patent in the U.S. must be made by the inventor, and the inventor must sign the papers (with certain exceptions).

Most inventors employ the services of persons known as patent attorneys or patent agents. The Patent Office cannot recommend any particular attorney or agent. The Patent Office does, however, publish a list, arranged by states, cities and foreign countries, of all registered patent attorneys and agents who have indicated their willingness to accept new clients.

### **Trademarks**

A trademark relates to the name or symbol used in trade with goods to indicate the source of origin of the goods. Trademark rights will prevent others from making the same goods without using the trademark.

The procedure relating to the registration of trademarks and some general information are given in a pamphlet called "General Information Concerning Trademarks," which may be obtained from the Patent Office on request.

### **Copyright**

Copyright protects the writings of an author against plagiarism. Literary, dramatic, musical and artistic works are included within the protection of the copyright law, which, in some instances, also confers performing and recording rights. The copyright goes to

the form of expression rather than the subject matter of writing. Note that copyrights are registered in the Copyright Office of the Library of Congress and that the Patent Office has nothing to do with copyrights. Information concerning copyrights may be obtained by writing to the Register of Copyrights, Library of Congress, Washington D.C. 20540, USA.

## Licensing and Joint Ventures

If you wish to market a patented invention or product in the U.S., either under a joint licensing agreement or some other arrangement, there are a number of firms specializing in patent and marketing services. The Canadian Consulate General in Dallas would be pleased to recommend such firms.

## Commercial Disputes

In the event of disputes, a Canadian firm can seek the advice of the Canadian Council, International Chamber of Commerce c/o The Chamber of Commerce, 1080, côte du Beaver Hall, pièce 712, Montréal (Québec) H2Z 1T2.



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# V. CUSTOMS REGULATIONS AND DOCUMENTATION

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## U.S. Exports to Canada

Enquiries concerning the importation of U.S. products into Canada should be referred to the United States Embassy, 100 Wellington Street, Ottawa, or the U.S. Consulate or Consulate General in Vancouver, Calgary, Winnipeg, Toronto, Montréal, Québec, Saint John, Halifax or St. John's.

## Canadian Export Documents

Canadian exports to the United States, including returned American merchandise, should be accompanied by Canada Customs export form B-13. Canada Customs normally requires three copies at the time of exportation, one of which is returned to the exporter. It should be noted that Canada Customs have a monthly summary reporting system available to large-volume exporters. Further information on the summary reporting system as well as supplies of B-13 forms may be obtained from Canada Customs.

## U.S. Customs and Market Access Information

To enjoy success in the United States market, a Canadian exporter requires market access information on customs documentation, tariff classification, value for duty and rates of duty, as well as on the many other U.S. laws affecting imports such as food and drugs, consumer product safety, environmental protection, etc.

Accordingly, Canadian exporters of products destined for the U.S. are strongly urged to obtain such market access information from:

United States Tariff Affairs Division (TWT)  
Department of External Affairs  
Ottawa, Ontario  
K1A 0H5  
Tel: (613) 996-5471

The Division contacts U.S. Customs and other agencies on behalf of Canadian exporters and, over the years, has developed an in-depth knowledge of the interpretation and implementation of U.S. tariffs and regulations related to access for imports into the U.S. market.

The Division can also provide Canadian exporters with information and assistance regarding: labelling of food, drug, cosmetic and alcohol products; customs penalty assessments; antidumping and countervail issues; customs valuation; consumer product safety standards; and other questions related to U.S. market access.

## **U.S. Customs Tariff Classification, Documentation and Regulations**

### **Request for a Binding Tariff Classification Ruling**

The Tariff Affairs Division can obtain a binding tariff classification ruling from the U.S. Customs Service on behalf of a Canadian exporter, for a prospective transaction (i.e. articles which have not yet been exported to the U.S. and are not presently, nor have been previously, under consideration by the U.S. Customs Service). Such a ruling is considered "binding" inasmuch as it will be honoured at all U.S. Customs ports of entry and thereby ensures that the exporter will receive uniformity in tariff treatment regardless of which U.S. port of entry is used.

To obtain such a ruling, the following information is required, and failure to supply all of this information would only result in delays and confusion for the exporter:

- 1) a written request signed by a person who has a direct and demonstrable interest in the question, and also confirming that the merchandise or subject of the request has not been previously, nor is presently, under consideration by the U.S. Customs Service;
- 2) a full and complete description of the article;
- 3) indication of the article's chief use in the United States;
- 4) the commercial, common or technical designation of the article;

- 5) where the article is composed of two or more materials, the relative quantity (by weight and by volume) and the value of each;
- 6) textile materials and articles should be identified as in (5) and should include the method of construction (such as knit or woven), the fibres present and, if wearing apparel, by whom it is designed to be worn (e.g. child, man or woman);
- 7) chemical products should be identified by their specifications and chemical analysis, and a sample should be submitted for U.S. Customs use;
- 8) generally, a sample and descriptive literature of the article in question should be submitted; where a sample is not practicable, a photograph, drawing or other pictorial representation of the article should be submitted.

**NOTE:**

- a) Samples are not usually returned by U.S. Customs, since they properly form part of their file. If return of the sample is desired, it can be requested.
- b) Privileged or confidential information should be clearly marked, and an explanation provided as to why it is considered confidential.

### **Request for Internal Advice**

U.S. Customs regulations provide that questions arising in connection with current or completed transactions should be resolved by means of the *Internal Advice Procedure* at the port where entry was made. A request for internal advice can be filed by either the importer or his customs broker. The U.S. Customs field office will review the request and notify the importer of any points with which they do not agree.

The Tariff Affairs Division can provide valuable assistance and suggestions regarding points of law and previously established customs practice which may support the importer's request for internal advice.

Submissions to the Tariff Affairs Division should contain:

- 1) copies of *all* documents related to the entry of the merchandise to which the request refers, including those issued by U.S. Customs;
- 2) a statement of *all* facts relative to the transaction and generally following the outline of a request for a binding tariff classification ruling.

The Customs Service may, at its discretion, refuse to consider a request for internal advice if, in their opinion, there is a clear and definitive Customs precedent supporting their position. If the importer is validly not in agreement with this position he may, within 90 days after liquidation of the entry, file a request with U.S. Customs for a *Protest Review*.

### **Request for Protest Review**

On issues where a request for a protest review is to be undertaken, the Tariff Affairs Division can assist the importer and his broker in preparing the request by providing advice and suggestions on what information can be used to support the importer's case.

In order for this assistance to be effective, this Division must be furnished with all information regarding what has taken place. Such information should include:

- 1) all information as listed for a binding tariff classification ruling request;
- 2) a copy of the Customs entry under protest; and
- 3) all correspondence (no matter how trivial) between the importer, broker and the U.S. Customs authorities regarding the subject under protest.

In those particular cases where a protest review is to be requested because an importer's request for internal advice is denied by the U.S. Customs Service, as previously outlined, the following additional information should also be submitted to the Tariff Affairs Division:

- a) a copy of the U.S. Customs refusal to consider the Internal Advice Request;
- b) a copy of the Request for Internal Advice including all supporting documents, and information as outlined for a request for internal advice assistance.

### **Entry at Customs**

Goods may be entered for consumption or entered for warehouse at the port of arrival in the United States, or they may be transported in bond to another port of entry and entered there under the same conditions as at the port of arrival.

For such transportation in bond to an interior port, an immediate transportation entry (I.T.) must be filled out

at the port of arrival by either the consignee, the carrier, the U.S. customhouse broker or any other person having a sufficient interest in the goods for that purpose. In cases where the Canadian exporter assumes responsibility for entering the goods through U.S. Customs, he may find there are advantages in having shipments entered for consumption at the nearest or most convenient port of arrival. In this way he can remain in close touch with the broker and U.S. Customs at that port of entry. However, when the U.S. purchaser intends making his own entries, it may be more convenient to have the goods transported in bond from the port of arrival to the interior port nearest the importer.

## Who May Enter Goods

Goods may be entered by the consignee, his authorized employees or his agent. The only agents who can act for importers in customs matters are licensed U.S. customhouse brokers. They prepare and file the necessary customs entries, arrange for payment of duties and release of goods, and otherwise represent their principals in customs matters.

Goods may be entered by the consignee named in the bill of lading under which they are shipped or by the holder of a bill of lading properly endorsed by the consignee. When the goods are consigned "to order," they may be entered by the holder of the bill of lading properly endorsed by the consignor. An air waybill may be used for merchandise arriving by air. In most instances, entry is made by a person or firm certified by the carrier to be the owner of the goods for customs purposes. When goods are not imported by a common carrier, possession of the goods at the time of arrival in the United States is sufficient evidence of the right to make entry.

Entry of goods may be made by a non-resident individual or partnership, or a foreign corporation through an agent or representative of the exporter in the United States, a member of the partnership, or an officer of the corporation. The surety on any customs bond required from a non-resident individual or organization must be incorporated in the United States. In addition, a Canadian corporation in whose name merchandise is entered must have a resident agent authorized to



accept service of process in its behalf in the state where the port of entry is located.

In general, to facilitate customs clearance it is advisable to contact a licensed U.S. customhouse broker who will outline the services he can provide, together with particulars of brokerage fees and other related matters.

## **Documentation**

Normally the only documents required when shipping to the United States are a bill of lading or air waybill as well as a special U.S. Customs invoice 5515 and a commercial invoice. The use of a typewriter in preparing documents is preferred; in any case, they should be legible.

*Note:* Do not use red ink to fill out documents.

### **Bill of Lading or Air Waybill**

Normally a bill of lading or air waybill for Canadian shipments is required by U.S. Customs authorities. In lieu of the bill of lading or air waybill, the shipping receipt may be accepted if customs is satisfied that no bill of lading or air waybill has been issued. Entry and release of merchandise may be permitted without the bill of lading or air waybill if satisfactory bond is given in a sum equal to one and one-half times the invoice value of the merchandise. A carrier's certificate or duplicate bill of lading or air waybill may, in certain circumstances, be acceptable.

### **Invoice**

Shipments in excess of \$500 and subject to an ad valorem rate of duty, conditionally free of duty, or subject to duty depending in some manner upon its value, should be accompanied at entry by a U.S. special customs invoice form 5515 and a commercial invoice. However, copies of the commercial invoice are sufficient for shipments with an aggregate value not exceeding \$500, duty-free shipments or shipments of articles subject to specific rates of duty.

### **Completion of Form 5515**

U.S. Customs forms 5515 are available free of charge from U.S. consular offices in Canada, or they can be obtained from commercial stationers. While only one copy is required by U.S. Customs, it is usual to for-

ward three: one for the use of U.S. Customs when the goods are examined, one to accompany the entry, and one for the U.S. customhouse broker's file. District directors of U.S. Customs are authorized to waive production of special and commercial invoices if satisfied that the importer, because of conditions beyond his control, cannot furnish a complete and accurate invoice; or that by examination of the merchandise, final determination of duties and collection of statistics can properly be made without the production of such an invoice. In these cases, the importer must file the following documents:

- 1) any invoice or invoices received from the seller or shipper;
- 2) a statement pointing out in exact detail any inaccuracies, omissions or other defects in such invoice or invoices;
- 3) a properly executed pro forma invoice;
- 4) any other information required for classification or appraisal or for statistical purposes.

Special information with respect to certain classes of goods is sometimes required when either the customs or commercial invoice does not give sufficient information to permit classification and appraisal.

### **Packing List**

U.S. Customs authorities require three copies of a detailed packing list. This should indicate what is in each box, barrel or package in the shipment. If the shipment is uniformly packed, this can be stated on the invoice along with an indication of how many items are in each container.

### **Payment of Duties**

There is no provision for prepayment of duties in Canada before exportation to the United States, but it is feasible for the Canadian exporter to arrange for payment by a U.S. customhouse broker or other agent and thus be able to offer his goods to U.S. buyers at a duty-paid price.

Liability for payment of duty usually becomes fixed at the time an entry for consumption or for warehouse is filed with U.S. Customs. The liability is fixed, but not the amount of duty, which is estimated only at the time of the original entry. When the entry is liquid-

ated, the final rate and amount of duty are ascertained. Obligation for payment is upon the person or firm in whose name the entry is filed.

## Temporary Free Importation

Certain articles not imported for sale, or for sale on approval, may be admitted into the United States under bond without the payment of duty. Generally, the amount of the bond is double the estimated duties.

Such articles must in most cases be exported within one year from the date of importation. Upon application to the district or port director, this period may be extended for further periods which, when added to the initial one year, are not to exceed a total of three years.

Such articles may include the following:

- articles for repair, alterations or processing (not manufacture);
- models of women's wearing apparel by manufacturers;
- articles for use as models by illustrators and photographers solely for illustrating;
- samples for order taking;
- articles for examination and reproduction (except photoengraved printing plates for examination and reproduction);
- motion-picture advertising films;
- articles for testing, experimental or review purposes (plans, specifications, drawings, blueprints, photographs for use in study or for experimental purposes may be included). In the case of such articles, satisfactory proof of destruction as a result of the tests, along with production of a proper affidavit of destruction, will relieve the obligation of exportation;
- automobiles, motorcycles, bicycles, airplanes, airships, balloons, boats, racing shells, and similar vehicles and craft and related equipment by non-residents for taking part in races or other specific contests;
- locomotives and other railroad equipment for use in clearing obstructions, fighting fires, or making emergency railroad repairs in the United States;

- containers for compressed gases, and other containers and articles for covering or holding merchandise during transportation and suitable for such reuse;
- professional equipment, tools of trade, repair components for equipment or tools admitted under this item, and camping equipment imported by or for non-residents sojourning temporarily in the United States and for use by such non-residents;
- articles of special design for temporary use exclusively in the production of articles for export;
- animals and poultry for breeding, exhibition, or competition for prizes;
- theatrical scenery, properties and apparel for use by arriving proprietors or managers of theatrical exhibitions;
- works of art, photographs, philosophical and scientific apparatus brought into the U.S. by professional artists, lecturers or scientists arriving from abroad, for use by them in the exhibition and promotion of art, science or industry in the United States;
- automobiles, automobile chassis, automobile bodies — finished, unfinished or cutaway — when intended solely for show purposes. The temporary importation bond in the case of these articles is limited to six months, with no right of extension.

## Commercial Travellers' Samples

Samples accompanying a commercial traveller may be admitted and entered on the importer's baggage declaration. In such cases, an adequate descriptive list or a U.S. special customs invoice must be provided. The personal bond of the commercial traveller is usually accepted to guarantee the timely exportation of the samples under U.S. Customs supervision. Penalty for failure to export the samples entails loss of the privilege on future trips.

## U.S. Antidumping and Countervail Statutes

Due to the complexity of these statutes, exporters are encouraged to contact the Office of United States Relations of the Department of External Affairs for answers to any specific questions.

The U.S. Trade Agreements Act of 1979 was enacted into law on July 26, 1979, and encompasses those changes to the current United States antidumping and

countervailing duty law necessary for implementation of the international agreements negotiated in the Multilateral Trade Negotiations (Tokyo Round) of the General Agreement of Tariffs and Trade (GATT).

### **Antidumping**

If a U.S. company has reason to believe that a product is being sold in the U.S. at a price lower than the price at which it is sold in the exporting country, an antidumping complaint may be filed with the U.S. Commerce Department. The request for investigation must contain information to support the dumping allegations, along with evidence of injury suffered by the U.S. industry affected.

A U.S. antidumping investigation must be conducted within specified frames:

- (1) Within 20 days of receipt of an antidumping petition, the Secretary of Commerce must decide whether or not to initiate an investigation. If it is determined that a petition does not properly establish the basis on which antidumping duties may be imposed, the proceeding is terminated. If the Secretary of Commerce determines that the petition contains sufficient information supporting the allegations, a full-scale investigation is initiated.
- (2) Within 45 days from the date the complaint was filed, the International Trade Commission (ITC) must determine if there is a reasonable indication of injury. If the decision is negative, the case is terminated.
- (3) In general, within 160 days after the date on which the complaint was filed, the Secretary of Commerce makes a preliminary determination of dumping. If the preliminary determination is affirmative, suspension or liquidation of all entries of merchandise subject to the determination is ordered and provisional duty in the form of a cash deposit or bond is required, for the entry of the merchandise concerned, equal to the estimated amount by which the foreign market value exceeds the United States price.
- (4) Within 75 days of the preliminary determination, a final determination by the Secretary of Commerce of sales at less than fair value will be due.
- (5) Following an affirmative preliminary decision of sales at less than fair value, the ITC must make an injury determination within 120 days of the preliminary

determination. If the ITC injury determination is negative, the case is terminated and any cash deposited is refunded and any bond posted is released. If injury determination is affirmative, the Secretary of Commerce will impose an antidumping duty on the merchandise equal to the amount by which the home market value of the merchandise exceeds the price to the United States customer.

(6) An antidumping duty order is subject to an automatic annual review, and requests for a review at any time will be entertained, provided circumstances have changed sufficiently to warrant the review.

### **Countervail**

Under the revised U.S. Countervailing Duty Statute, an additional duty may be imposed upon articles, whether or not dutiable, imported in the U.S., if any bounty or grant upon their manufacture, production or export has been made. However, all cases are subject to an injury determination by the ITC. The time frame for an investigation is similar to an antidumping investigation. The decision on the subsidy by the Secretary of Commerce and the injury determination by the ITC may be appealed to the U.S. Court of International Trade.

If any difficulties arise with reference to this statute, it is suggested that exporters contact the Office of United States Relations of the Department of External Affairs as soon as possible.

## **Marking of Goods**

### **Country of Origin Marking**

Generally, all goods imported into the U.S. must be legibly and conspicuously marked in English to identify their country of origin to the ultimate purchaser in the United States.

The use of stickers or tags is permitted if used in such a manner as to be permanent, unless deliberately removed, until receipt by the ultimate purchaser.

Certain small instruments and utensils must be marked by die-stamping, cast-in-the-mould lettering, etching, engraving or by means of metal plates securely attached to the articles.



The U.S. Customs Service may exempt certain articles from this marking. In such cases, the container must be suitably marked.

### **Composition Marking**

Any product containing woolen fibre (except carpets, rugs, mats and upholsteries, or articles made more than 20 years before importation) must be clearly marked: 1) to identify the manufacturer or the person marketing the product; 2) with a statement denoting in percentage terms the total fibre content of the product; and 3) with the maximum percent of the total weight of the product of any nonfibrous loading, filling or adulterating matter. If not suitably marked, an opportunity to mark under U.S. Customs supervision may be granted.

When the fabric contained in any product is imported, it is necessary to state the fabric's country of origin.

Fur products must be marked as to the name of the animal, the country of origin and the manufacturer's or marketer's name. In addition, where they are used or damaged, bleached, dyed or otherwise artificially colored, or composed substantially of paws, tails, bellies or waste fur, they must be so marked.

### **Food Labelling**

All imported foods, beverages, drugs, medical devices and cosmetics are subject to inspection by the United States Food and Drug Administration (FDA) at the time of entry into the U.S. The FDA is not authorized to approve or pass upon the legality of specific consignments before they arrive and are offered for entry into the U.S. However, the FDA is always willing to offer comments on proposed labels or answer other enquiries from importers and exporters. Advice on prospective food labels may also be obtained from the Office of the United States Relations, Department of External Affairs, in Ottawa.

### **Import Prohibitions and Restrictions**

In addition to goods prohibited entry by most countries in the world (such as obscene, immoral or seditious literature, narcotics, counterfeit currency or coins), certain commercial goods are also prohibited or restricted. Moreover, various types of merchandise must conform to laws enforced by government agen-

cies other than the United States Customs Service. Fur products are also subject to the Endangered Species Act, and importation of certain fur skins would be prohibited.

### **Animals**

Cattle, sheep, goats, swine and poultry should be accompanied by a certificate from a salaried veterinarian of the Canadian government to avoid delays in quarantine.

Wild animals and birds are prohibited from importation into the U.S. if captured, taken, shipped, possessed or exported contrary to the laws of the foreign country of origin. In addition, no such animal or bird may be taken, purchased, sold or possessed contrary to the laws of any state, territory or possession of the United States.

### **Plants and Plant Products**

Import permits issued by the U.S. Department of Agriculture are required.

Regulations may restrict or prohibit importation.

Shipments of agricultural and vegetable seeds and screenings are detained pending the drawing and testing of samples. Such items are governed by the provisions of the Federal Seed Act of 1939 and regulations of the Agricultural Marketing Services, U.S. Department of Agriculture.

### **Postal Shipments**

Parcels of aggregate value not exceeding \$(US) 5 may be admitted free of duty.

Commercial shipments valued at more than \$5 must include a commercial invoice and a customs declaration on the form provided by the Canadian Post Office and give an accurate description and value of the contents. The customs declaration must be securely attached to the package.

If the shipment comprises two or more packages, the one containing the commercial invoice should be marked "Invoice Enclosed;" other packages of the same shipment may be marked as "No. 2 of 3, Invoice Enclosed in Package No. 1."

A shipment in excess of \$500 aggregate value must include a U.S. special customs invoice (form 5515) and a commercial invoice. A shipment under \$250 aggregate value will be delivered to the addressee. Duties and delivery fees for each package are collected by the postman. Parcels containing bona fide gifts (excluding alcoholic beverages, tobacco products and perfumes) to persons in the United States will be passed free of duty provided the aggregate value received by one person on one day does not exceed \$25. No postal delivery fee will be charged. Any such parcel should be marked as a gift, and the value and contents should be indicated on the parcel.

## American Goods Returned

U.S. products may be returned to the United States duty-free provided they have not been advanced in value or improved in condition while abroad.

Articles exported from the United States for repair or alterations abroad shall be subject to duty upon the value of the repairs or alterations. The term "repairs or alterations" means restoration, change, addition, renovation, cleaning or other treatment which does not destroy the identity of the article exported or create a new or different article. Any article of metal (except precious metal) manufactured in the United States, exported for further processing, and returned to the United States for additional processing, is subject to a duty upon the value of processing effected outside the United States.

The cost or value of U.S. component parts exported abroad ready for use only in the assembly of foreign-produced goods subsequently imported into the U.S. may be deducted from the value for duty provided the parts have not been subject to any further fabrication while abroad except operations incidental to the assembly process (such as cleaning, lubricating and painting).

Special U.S. Customs procedural requirements must be followed upon the exportation and return of American goods. Details may be obtained from United States Import Specialists at border points or from the Office of United States Relations, Department of External Affairs, Ottawa.

## Duty on Containers

If used in shuttle service, the following types of containers may enter free of duty:

- 1) U.S. containers and holders (including shooks and staves of U.S. production) when returned as boxes or barrels containing merchandise;
- 2) foreign containers previously imported, and duty paid if any;
- 3) containers of a type specified by the Secretary of the Treasury as instruments of international traffic.

One-trip containers are dutiable as part of the dutiable value of the goods.

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## VI. *YOUR BUSINESS VISIT TO THE SOUTHWEST*

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There is no substitute for the personal visit. Correspondence, while better than nothing, does not excite the sophisticated businessman. He wants to be shown.

### Services of the Trade Commissioner

The Commercial Division of the Canadian Consulate in Dallas is equipped to function as the liaison between Canadian and local U.S. business and industry. It actively seeks business opportunities for Canada in the post territory and relays these to firms thought to be interested and capable. Potential buyers and sellers are introduced, and guidance is provided to either as required. Market surveys of reasonable proportions are conducted on behalf of Canadian firms and agents, distributors or other outlets recommended. The reception room of the Consulate is available for product displays and in-office shows. Hours of the Consulate are 8:30 a.m. to 5:00 p.m., Monday through Friday.

When planning your first business visit to the Southwest, advise the Commercial Section of the Consulate well in advance of your arrival. Good preparation should increase your chances of success.

### When to Go

The best time to visit Dallas is during the Spring or Fall. Avoid the Christmas-New Year holiday period and the July-August vacation period.

### How to Get There

#### **Airlines**

Air Canada offers direct flights from Montreal-Toronto to Dallas and Houston. Service is also provided between other points in Canada and cities in this terri-

tory by Western Airlines, American Airlines, Republic Airlines, Frontier Airlines, Delta Airlines and Eastern Airlines.

Many interline connecting flights are also available from most major Canadian cities to all major market cities of the southwestern U.S. Because of the continuous and fast-paced schedule changes of most airlines, we recommend the use of travel agents in scheduling your travel plans.

### **Railways**

Although rail service from Canada to Dallas is limited, it does exist from Montreal through the East Coast, from Windsor through Chicago, and from Vancouver through the West Coast.

### **Where to Stay**

The Consulate will be pleased to make hotel reservations or recommend suitable hotels in its territory. Rates for a single room vary, from \$40 at the Holiday Inn to \$75 to \$100 per night at the Hyatt Regency Hotel in Dallas.



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## *VII. USEFUL ADDRESSES*

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### Canadian Federal and Provincial Representatives

#### **Canadian Consulate General**

2001 Bryan Tower,  
Suite 1600  
Dallas, Texas 75201, USA  
Tel: (214) 742-8031

#### **Quebec Government Office**

900 Adolphus Tower  
1412 Main Street  
Dallas, Texas 75202, USA  
Tel: (214) 742-6095

#### **Government of Ontario**

Ministry of Industry  
and Tourism  
Diamond Shamrock Tower  
717 North Harwood Street,  
Suite 1250  
Dallas, Texas 75201, USA  
Tel: (214) 748-0283

### **Transportation Companies**

#### **Air Canada**

Diamond Shamrock Tower,  
Suite 1235  
717 North Harwood Street  
Dallas, Texas 75201, USA  
Tel: (800) 621-6464  
(214) 744-5880

#### **Air Canada**

16825 Northchase  
Boulevard  
Suite 550  
Houston, Texas 77060,  
USA  
Tel: (713) 820-5588

#### **General Agent**

#### **Canadian National Railways**

6240 Hillcroft  
Houston, Texas 77002,  
USA  
Tel: (713) 771-5871

#### **American Airlines Inc.**

Freight Systems  
P.O. Box 61047  
D/FW Regional Airport,  
Texas 75261, USA  
Tel: (214) 574-3520

#### **District Manager, Freight Traffic, Canadian Pacific Railway**

6065 Hillcroft, Suite 409  
Houston, Texas 77081,  
USA  
Tel: (713) 772-7725

#### **Emery Air Freight Corporation**

P.O. Box 61328  
D/FW Regional Airport,  
Texas 75261, USA  
Tel: (214) 574-6320

**Roadway Express Inc.**  
200 North Beltline Road  
Irving, Texas 75061, USA  
Tel: (214) 253-3611

### **Principal Texas Banks**

**Republic National Bank of Dallas**  
Pacific and Ervay Streets  
Dallas, Texas 75201, USA  
Tel: (214) 653-5000

**First National Bank in Dallas**  
1401 Elm Street  
Dallas, Texas 75201, USA  
Tel: (214) 744-8000

**Mercantile National Bank of Dallas**  
1704 Main Street  
Dallas, Texas 75201, USA  
Tel: (214) 741-4181

**National Bank of Commerce**  
1525 Elm Street  
Dallas, Texas 75201, USA  
Tel: (214) 658-6111

**Texas Commerce Bank**  
712 Main Street  
Houston, Texas 77002, USA  
Tel: (713) 236-4865

**First City National Bank of Houston**  
1001 Main Street  
Houston, Texas 77002, USA  
Tel: (713) 658-6011

**Bank of the Southwest**  
910 Travis  
Houston, Texas 77002, USA  
Tel: (713) 751-6100

### **Customs Brokers**

**Intermodal Service**  
9545 Katy Freeway  
Houston, Texas 77024, USA  
Tel: (713) 464-6100

**Harper Robinson and Company**  
1121 Walker  
Houston, Texas 77002, USA  
Tel: (713) 224-5514

**Darrell J. Sekin and Company**  
2710 Electronic Lane  
Dallas, Texas 75220, USA  
Tel: (214) 350-7661

**Arthur J. Fritz and Company**  
P.O. Box 19187  
Oklahoma City, Oklahoma 73144, USA  
Tel: (405) 947-1516

**Arthur J. Fritz and  
Company**

Air Freight Division

P.O. Box 1749

Grand Prairie, Texas 75051,  
USA

Tel: (214) 641-0020

**Albuquerque Brokerage  
Co. Inc.**

International Airport

Albuquerque,

New Mexico 87105,  
USA

Tel: (505) 842-0842

# REGIONAL CONTACTS

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If you have not previously marketed abroad, contact any regional officer of the Department of External Affairs at the addresses listed below.

## **Newfoundland-Labrador**

P.O. Box 64  
Atlantic Place, Suite 702  
215 Water Street  
St. John's, Newfoundland  
A1C 6C9  
Tel: (709) 737-5511  
Telex: 016-4749

## **Nova Scotia**

Duke Tower, Suite 1124  
5251 Duke Street  
Scotia Square  
Halifax, Nova Scotia  
B3J 1P3  
Tel: (902) 426-7540  
Telex: 019-21829

## **New Brunswick**

440 King Street, Suite 642  
Fredericton, New Brunswick  
E3B 5H8  
Tel: (506) 452-3190  
Telex: 014-46140

## **Prince Edward Island**

P.O. Box 2289  
Dominion Building  
97 Queen Street  
Charlottetown, Prince  
Edward Island  
C1A 8C1  
Tel: (902) 892-1211  
Telex: 014-44129

## **Québec**

C.P. 1270, Succursale B  
685, rue Cathcart, pièce 512  
Montréal (Québec)  
H3B 3K9  
Tel: (514) 283-6254  
Telex: 055-60768

2, Place Québec, pièce 620  
Québec (Québec)  
G1R 2B5  
Tel: (418) 694-4726  
Telex: 051-3312

## **Ontario**

P.O. Box 98  
1 First Canadian Place,  
Suite 4840  
Toronto, Ontario  
M5X 1B1  
Tel: (416) 369-4951  
Telex: 065-24378

## **Manitoba**

Manulife House, Suite 507  
386 Broadway Avenue  
Winnipeg, Manitoba  
R3C 3R6  
Tel: (204) 949-2381  
Telex: 075-7624

## **Saskatchewan**

2002 Victoria Avenue,  
Room 980  
Regina, Saskatchewan  
S4P 0R7  
Tel: (306) 359-5020  
Telex: 071-2745

**Alberta-  
Northwest Territories**  
Cornerpoint Building,  
Suite 505  
10179-105<sup>th</sup> Street  
Edmonton, Alberta  
T5J 3S3  
Tel: (403) 420-2944  
Telex: 037-2762

**British Columbia-  
Yukon**  
P.O. Box 49178  
Bentall Centre, Tower III,  
Suite 2743  
595 Burrard Street  
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# APPENDIX

## Canadian Exports to Arkansas, Kansas, Louisiana, Oklahoma, Texas and New Mexico in 1981

(in Canadian dollars, thousands)

	Arkansas	Kansas
Live animals	1	1,687
Food, feed, beverages and tobacco	1,015	5,066
Crude materials, inedible	3,485	2,266
Fabricated materials, inedible	39,195	103,173
End products, inedible:		
Industrial machinery	10,701	17,317
Agricultural machinery and tractors	11,083	43,703
Transportation equipment	8,372	328,991
Other equipment and tools	7,003	6,393
Personal and household goods	5,421	1,630
Miscellaneous end products	1,240	1,398
Total end products, inedible	43,821	399,433
Special transactions, trade	115	7,613
Total domestic exports	87,631	519,238



Louisiana	Oklahoma	Texas	New Mexico	Total
17	231	1 317	65	3,318
5,402	2,486	16,032	624	30,625
7,817	105,544	71,382	325	190,819
95,582	74,783	615 783	10 069	938,585
22,640	74,345	290,742	7,961	423,706
6,909	18,197	35,818	2,097	117,807
15,474	55,210	256,214	30,073	694,334
8,637	8,619	115,674	3,034	149,360
433	551	5,983	194	14,212
3,622	1,541	13,853	920	22,574
57,715	158,465	718,284	44,279	1,421,997
10,375	44,371	97,571	3,255	163,300
176,909	385,880	1,520,369	58,617	2,748,644

# Main Canadian Exports, 1981

(in Canadian dollars, millions)

## **Arkansas**

Lumber, softwood	7.5
Chemical elements	3.5
Combine reaper-threshers and parts	4.5
Other personal and household goods	4.7

## **Kansas**

Lumber, softwood	33.3
Petroleum and coal products	15.9
Combine reaper-threshers and parts	16.9
Tractors	13.3
Aircraft, engines and parts	270.6
Motor vehicle parts, except engines	31.6

## **Louisiana**

Drilling, excavating, mining machinery	7.9
Lumber, softwood	10.2
Organic chemicals	13.9
Other iron and steel alloys	24.1
Materials handling machinery and equipment	5.9
Petroleum and coal products	14.5

## **New Mexico**

Lumber, softwood	3.3
Drilling, excavating, mining machinery	5.5
Other motor vehicles	10.2
Motor vehicle parts, except engines	18.9

## **Oklahoma**

Radioactive ores and concentrates	99.9
Lumber, softwood	11.3
Shingles and shakes	5.9
Petroleum and coal products	16.7
Other iron and steel alloys	20.3
Drilling, excavating, mining machinery	61.7
Combine reaper-threshers and parts	7.9
Motor vehicle parts, except engines	23.2

**Texas**

Lumber, softwood	89.3
Organic chemicals	170.6
Other iron and steel and alloys	106.7
Metal fabricated basic products	39.3
Drilling, excavating, mining machinery	164.9
Motor vehicle parts, except engines	58.2
Aircraft, engines and parts	88.0
Other general purpose industrial machinery	50.4

# Notes

# Notes

# Notes













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